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transmitted and/or to be transmitted in the future. These descriptions can be submitted in real time (e.g., as describe about) over communication connections 120 like the Internet and/or can be provided from various interest groups as stored data files. For example, the owner of the segment announcer 110 would buy comments, rating, etc. from various movie critics and provide them to the segment announcement receivers as they view them movie. Certain religious or political groups 111 might also provide descriptions (comments, ratings, etc.) About the information as well. Payments could be made for the descriptions 250, either by the owner of the segment announcer or by the groups 111 seeking to have their descriptions 250 transmitted to the segment announcement receivers. The users 155 of the segment announcement receivers might also pay for the transmission of these descriptions 250.

SV 3/29 ^{b4 17} ~~12-33~~ Please replace page 8, lines 17 through page 7, lines 17 with the following:

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The segment announcement receivers receive the announcements 115. The segment announcement receivers are any signal processing device that processes the signal being transmitted over the communication connection 120. In one preferred embodiment, the communication connection is a television broadcast (e.g., off air or cable) and the segment announcement receiver is a television and/or video recorder. Other examples of a segment announcement receiver include: a radio 163, a deferred use device (like a tape delay (not shown) or video recorder (not shown)), a closed circuit television 162, and a computer 161. These devices have known communication interfaces 152 appropriate for the communication mode